

Parking ...

(Continued from Page 1)

celina—work has started toward removing the house.

5) Traffic expert Ralph Dorsey was hired to work at least four days a month for the city studying downtown Torrance and making recommendations.

He has already noticed 36 available parking places which could be put to use merely through the use of a paint brush.

Every parking space, it was indicated, is worth \$7000 in retail sales a year, according to national statistics.

In order to off-set the threat to downtown Torrance of shopping areas now going up in nearby areas, George Binder made a number of proposals for improving downtown shopping and parking conditions.

Pointing out that the assess-

ment district for off-street parking will take about two years, he proposed a number of steps.

Old Civic Center For Parking
He proposed using the site of the old fire station and city hall for parking purposes, as well as the adjoining gas station which is in the assessment district.

This, he said, would give downtown Torrance a whole block of parking. The civic center would not be good for anything else, he said further, inasmuch as there is not enough parking area there for a business.

"I wish to point out that eventually the city will build a new civic auditorium in the new civic center and the present day auditorium property would increase greatly in value if the city hall property was a parking lot," he added.

Binder said it was to the city's and taxpayers' interest to

Briefs ...

(Continued from Page 1)

Narbonne high school graduate, received a \$500 scholarship from an anonymous philanthropist following a recent scholarship competition. Miss Endo came in second, thus missing out on the prize. L. A. Board of Education Member Ruth Cole made the arrangements for the \$500 check. The donor wished to remain anonymous.

help the downtown area since it received good sales tax revenues from a good business area.

Auto Club Survey

The Auto Club survey also emphasized the importance of ample, convenient parking.

"During our inspection survey it was noted that by paving, marking and improving store access through attractive rear entrances that the merchants could provide numerous additional, lucrative customer off-street parking facilities," the report read.

It also recommended that traffic not concerned with shopping in the downtown area be rerouted around the central business district.

Parallel curb parking was preferred to angle parking which was said to be more dangerous and to take up an additional lane of moving traffic.

Lack of sufficient signs on major thoroughfares and alleys was noted.

The survey outlined five characteristics which are essential to the economic health of a business community: 1) accessibility, 2) traffic circulation, 3) transportation (private and public) and parking facilities, 4) appearance, and 5) merchandizing.

"The last phase, merchandizing, is the responsibility of the professional men of the community," the report said. "Quality and variety of merchandise, service, advertising, and the like, will determine the success or failure of a business district even though the four preceding elements of physical design are present."

Isen pointed out that Torrance which is larger in population than Santa Monica stacks up poorly in comparison regarding sales tax receipts: Santa Monica gets \$103,000 while Torrance only receives \$37,000.

Contest ...

(Continued from Page 1)

fore the census will probably be completed.

The contest is open to anyone regardless of age, living within the circulation area of the Torrance Press (including Lomita, Harbor City, Carson area, W. A. Walters, Shoestring Strip, Avalon Village).

First prize will be the Las Vegas trip or \$200 cash; 2nd prize, a portable TV set.

In case of a tie, the first prize will be split. Duplicate prizes will be given for second place, with a limit of two prizes being awarded in this category.

Coupons may be mailed or brought to the Torrance Press: Census Contest, Torrance Press, 1406 Cravens Ave., Torrance.

The official census figure released from Washington, D.C., rather than the unofficial figure released locally, will be used for judging.

First and second place winners will be those whose guess comes closest to the actual figure.

AT FAIR

The Torrance Area Youth Band has been invited to play a concert and take part in the Youth Band Jubilee at the Los Angeles County Fair on Sunday, September 30.

PTA Council Slates Social

The Lomita-San Pedro PTA Council announces that on September 28, at the 259th pl. school, an ice cream social will be held. Proceeds from this social will go entirely for child welfare.

Various types of entertainment will go on throughout the evening from 5 until 8 p.m. In the school yard a talent show, featuring the students of 259th pl. school, with W. N. Kepley Jr. as master of ceremonies, will be shown.

In the auditorium the Thompson Marionettes, assisted by

Mmes. H. M. Rabjohn, Fred Eggleston, J. O. Powers and J. R. Stanton, presenting "Jack and the Beanstalk" with three shows at 3:30, 5:15 and 6:15 p.m.

During the more than twenty years these shows have been presented, they have been awarded the Board of Education's highest approval.

Advance ticket sales will be held on the school grounds from 8:30 until 9 a.m. September 25th and 26th. Tickets will also be sold at the door by Mmes. T. R. Biglin, C. E. Aspttle, M. Chikami, N. Irvine and George Nelson.

Refreshments will also be served.

FOR RENTAL PROFITS—ACT NOW!

WE WILL BUILD AND FINANCE

a beautiful home on your lot



2 BEDROOM \$4195

ALSO 3 BEDROOMS

Modern California Design — Highly Rentable
DUPLEXES AS LOW AS **\$5995**

100% Financing Covers Construction And Existing Loans

NO MONEY DOWN — 6% LOANS
Over 20 fine home features... All standard construction... Deal direct with builder... 100% bonded protection... We arrange financing, secure permits, and supervise... All estimates are complete.
FOR FREE ESTIMATE AND PRELIMINARY APPRAISAL PHONE
DA. 4-1149 FA. 1-2858

SOUTH BAY HOME BUILDERS

General Contractor Since 1936
16016 S. Western Avenue, Gardena
Open Daily and Sunday

If you're saving for opportunity...



...where you save does make a difference!

Going into business for yourself often depends on having the money available when opportunity knocks. That's why it pays to save... now! And, when you put your savings into an Insured Savings and Loan Association... it pays even more. You get important advantages... excellent returns from your money is one advantage. Efficient, forward-looking service from men who know how to make your dollars work harder for you is another. And, of course, your money is safe because in Insured

Associations your savings are protected by sound management and substantial reserves. They are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U.S. Government. These are the reasons why Americans are putting more of their savings account dollars into Insured Savings and Loan Associations than anywhere else! Visit your nearby Insured Association tomorrow... and make sure you'll be ready when opportunity comes your way.



Over 16 million Americans know their money works hard for them in an Insured Savings and Loan Association. With over \$37 billion of assets, these Associations are a great force in encouraging thrift and home ownership.

The nation's most popular place to put savings account dollars is in Insured Savings and Loan Associations. Not only do you get excellent returns here, but your money works for your community and helps it to prosper.

This sign identifies us as a member of The Savings and Loan Foundation, Inc., a nationwide organization of Insured Savings and Loan, Building and Loan and Homestead Associations which sponsors this message in Saturday Evening Post and U. S. News & World Report.

3 1/2% Current Rate Per Annum

+ **1 1/2%** Extra Dividend Per Annum for 6 months commencing July 1, 1956

4% Total Dividend Per Annum on December 31, 1956

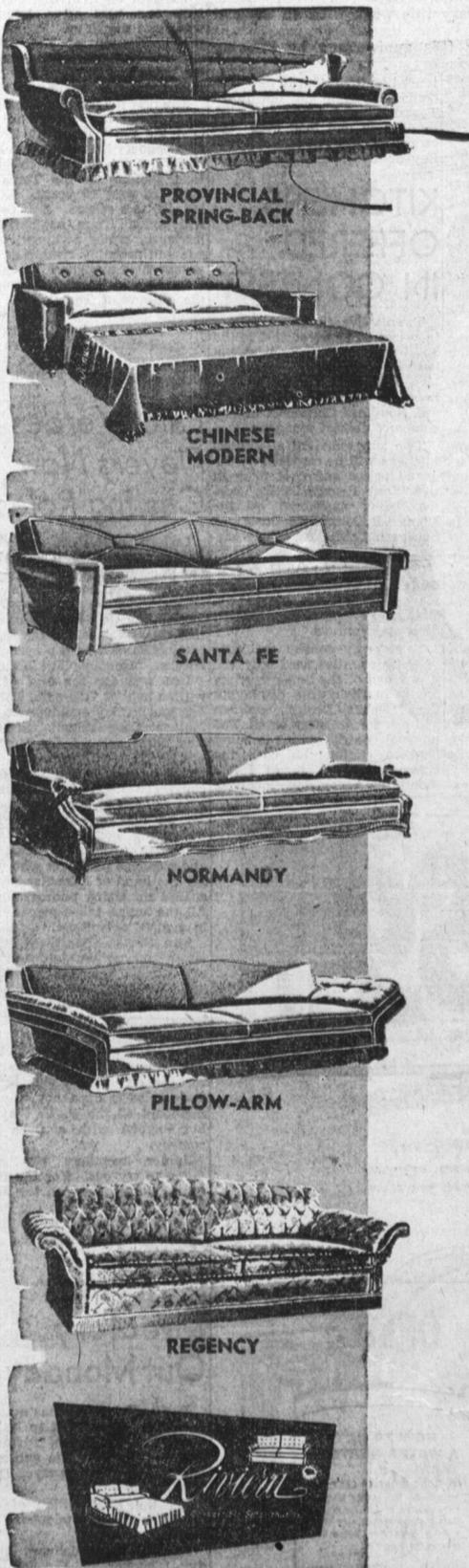
SOUTHWEST SAVINGS AND LOAN ASSOCIATION

TORRANCE:

(Between Cravens & Bartori)
1439 Marcelina Ave.
FA. 8-6111

MAIN OFFICE:

Inglewood, Calif.



Riviera
MONTH END SPECIALS!

\$40 OFF

No Exceptions! Every Sofa-Bed in Every Store Is Included in This Sale!

Come in and see these fabulous month-end specials. Thousands of Riviera Sofa-Beds have been reduced for this tremendous event! Look at the price ticket... then deduct \$40.00—THAT IS THE PRICE YOU PAY.

Make your selection from our tremendous stock of sofa-beds in all sizes and styles, including king and full sized. Choose from those with foam rubber cushions, foam rubber mattresses... select 100% nylon fabric or tweeds boucles plastics or prints. Matching chairs are available.

Every RIVIERA converts instantly, easily into a full sized bed with innerspring mattress. Zippered cushions, Concealed Cushion Compartment.

NO DOWN PAYMENT — 24 MONTHS TO PAY. FIRST PAYMENT IN DECEMBER

OPEN EVERY NITE 'TIL 9:00 P.M. SUNDAYS 'TIL 6:30 P.M.

COMPTON FACTORY SHOWROOM
609 W. COMPTON BLVD. NE 5-2594
NEXT TO TEE VEE CORP.

ASK ABOUT OUR **CHRISTMAS LAY-A-WAY PLAN ON RIVIERA'S CALI-LOUNGERS AND CONVERTIBLE SOFAS**